

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application:

**Listing of Claims:**

What is claimed is:

1-19. (canceled)

20. (currently amended) An illuminated display device comprising:

a housing having an opening;

at least one lighting source positioned inside the housing for projecting light through the opening;

at least one display module removably disposed within the opening in the housing, the display module comprising

a self-supporting, at least substantially translucent panel,

a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns,

a pair of spaced apart opposed and vertically disposed elongated members mounted to said panel, said retention members being carried by said elongated members. and

a plurality of display members attached to said retention members, said display members having translucent portions;

wherein said display module is frameless and wherein the display members are removable from the display module without removal of the display module from the housing.

21. (original) The display device of claim 20 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention members.

22. (original) The display device of claim 21 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of display members.

23. (previously presented) The display device of claim 22 wherein the display members are positioned between opposed sets of said channels of said opposed divider members.

24. (original) The display device of claim 23 wherein said divider members and said display members can be removed and replaced in said opposed retention members without disassembly of any of said retention members from said panel.

25. (canceled)

26. (original) The display device of claim 20 wherein said panel is transparent.

27. (original) The display device of claim 20 wherein said panel comprises polycarbonate material.

28. (previously presented) The display device of claim 21 wherein said divider members are held in place by mating male and female connection members.

29. (previously presented) The display device of claim 21 wherein said divider members are engaged to said retention members in a direction perpendicular to the plane of said panel.

30-31. (canceled)

32. (previously presented) The display device of claim 20 wherein the housing further comprises at least one door over the opening, the door providing access to the display device.

33. (previously presented) The display device of claim 32 wherein the door further comprises a substantially translucent or transparent portion through which the display members are visible.

34. (currently amended) ~~35.~~ The display device of claim 20 wherein the housing further comprises a substantially translucent or transparent portion over the opening through which the display members are visible..

35. (currently amended) ~~36.~~ The display device of claim 20 wherein the display module further comprises attachment tabs and wherein the housing further comprises cavities, each cavity having a slot, so that the attachment tabs may be inserted into the cavities via the slots in a direction substantially non-parallel to the panel when the display module is removably inserted into the opening.

36. (currently amended) ~~37.~~ The display device of claim ~~36~~35 wherein the housing further comprises a horizontal slot for removably holding the display module in the opening.

37. (currently amended) ~~38.~~ The display device of claim ~~37~~36 wherein the panel has an extended tab, the extended tab being adapted to be inserted into the horizontal slot.

38. (currently amended) ~~39.~~ A method of assembling an illuminated display device comprising:

(a) assembling a display module by the method comprising:

providing a plurality of opposed pairs of retention members in fixed relation and arrayed in first and second opposed vertically spaced apart columns;

attaching a plurality of display members to said retention members, said display members having translucent portions; and

providing attachment tabs extending outwardly from the display module

(b) providing a housing having an opening and cavities, each cavity having a slot to align with the attachment tabs;

(c) positioning at least one lighting source inside the housing for projecting light through the opening; and

(d) inserting the attachment tabs into the cavities via the slots in a direction substantially non-parallel to the panel to position the display module in the opening.

39. (currently amended) ~~40.~~ The method of claim ~~39~~38 wherein providing a plurality of opposed pairs of retention members comprises securing a plurality of

opposed pairs of retention members to a self-supporting, at least substantially translucent panel.

40. (currently amended) ~~41.~~ The method of claim ~~40~~39 wherein the display module is frameless.

~~41.~~ (canceled)

42. (currently amended) The method of claim ~~39~~38 further comprising removably securing a plurality of opposed, horizontally disposed divider members to respective opposed pairs of said retention members, each of said divider members having a retaining structure thereon for retaining display members;

wherein attaching a plurality of display members to said retention members comprises positioning in a retaining relationship a plurality of display members between opposed sets of divider members.

43. (currently amended) The method of claim ~~39~~38 wherein the panel has an extended tab and the housing has a horizontal slot, the method further comprising inserting the extended tab into the horizontal slot.

44. (currently amended) The method of claim ~~39~~38 further comprising mounting a door to the housing, the door at least partially covering the opening.

45. (currently amended) An illuminated display device comprising:

a housing having an opening, wherein the housing further comprises cavities, each cavity having a slot;

at least one lighting source positioned inside the housing for projecting light through the opening;

at least one frameless display module removably disposed within the opening in the housing, the display module comprising

a self-supporting, at least substantially translucent panel, and

a plurality of retention members for removably retaining a plurality of spaced apart divider members, said retention members secured to said panel in fixed relation and arrayed in first and second opposed vertically spaced apart columns; and

a door mounted to the housing and at least partially covering the opening, the door comprising a substantially translucent or transparent portion through which the display module may be viewed.

wherein the display module further comprises attachment tabs so that the attachment tabs may be inserted into the cavities via the slots in a direction substantially non-parallel to the panel when the display module is removably disposed within the opening.

46. (previously presented) The display device of claim 45 further comprising a plurality of opposed, horizontally disposed divider members positioned over said panel and each of said divider members being individually removably held in place by opposed retention members.

47. (previously presented) The display device of claim 46 further comprising a pair of opposed longitudinally extending channels in each of said divider members for securing portions of said display members.

48. (previously presented) The display device of claim 47 further comprising a plurality of display members positioned between opposed sets of said channels of said opposed divider members, said display members having translucent portions, said display members removable from the display module without removal of the display module from the housing.

49. (canceled)

50. (previously presented) The display device of claim 45 wherein the housing further comprises a horizontal slot for removably holding the display module in the opening.

51. (previously presented) The display device of claim 50 wherein the panel has an extended tab, the extended tab being adapted to be inserted into the horizontal slot.